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NOVEL WAYS OF OVERCOMING LANGUAGE BARRIERS TO COMMUNICATE IN THE CLASSROOM

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special editions of the newspaper, which began to appear under the name of “Бюллетень.Самаркандский товарный биржи (Bulletin of Samarkand commodity exchange)”, information about the Soviet Kiev contract fair was presented.

Conclusion

The appearance of advertisements and announcements in the Uzbek periodical press positively influenced the media development. During that period, many newspapers closed down because of lack of funds. Advertising improved the financial status of newspapers.

In the 19th century trade economic relations in Central Asia were intensified. Foreign trade rose sharply in the region. Learning advertisements gives the opportunity of to explore the activities of foreign firms in the region during that period. During this period, social progress in the society, the emergence of new social classes and the formation of new services were influenced positively by advertising. The appearance of advertisements and announcements in the press contributed greatly to the development of relationships and the development of proposals in the economic sector.

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In the number 4, 1912 of the newspaper “Bukharai Sharif”, cheap drugs were offered in the drugstore belonged to A.M. Rubinchik and located in Bukhara and A. Bayer offered his shoemaker services. In the “Samarkand” newspaper No. 7 of 1913, we can see that fast postal service was offered.

In the “Sadoi Ferghona (Fergana Voice)” newspaper, No. 1 of 1914, the advertisements about automobiles manufactured in Germany can be come across. “Turan” newspaper No. 1 of 1917 advertised brick products produced by brick factory belonged to M.A. Seidel.

Tashkent private education school mentioned the organization of accounting courses for eager people in the newspaper “Новый Туркестан (New Turkestan)” in #26 on March 22, 1918.

The appearance of commodity exchanges in Tashkent and Samarkand contributed to the development of advertising industry by 1920. Since 1924, in the

هېچ بىر وقت واقع بولماكان

چىناخه ۱۸ عدد نمره



بىر آلتي ۷ د طعام يېدوركان چاق
وهم آلتي عدد پولاد سنجى آق
روچ دين قىلنكان دسته ليك دسته
اوستىقه ۴ سالنكان اوزون ليكى
بىش چارك وېرشوك وهم آلتي عدد
كوش بىرلنكان آش يېدوركان قاشوك
چاخ شول نمره لارنى چاسى باجى
بىرلن وپوچته خراجاچى بىرلن

بىش صوم گنه

پول چاق لار هم سىنچى لار قون يىشى اينكليس پولاد دين
قاشوك لارنى ۱ يىزكه مىلكتىنى آق كوش بىرلنكان تېموركه
اوخشاش نمره سىنچى قىلنكان پول نمره لار اوستال
اوستىقه زىت پولادور
زاد تىكه آقچىسىز قلوژنى پلاتوژ بىرلن يوبار پولادور
پول توپانده يازىلغان آدرىسى كىب آلتيپ كانومىرت
۱ سىنچى ياشقورمه لار مکتوب بىزكه تاپشتورولادور

ГЕРМАНИЯ Торговому Дому
Иосифъ Гольдманъ Берлинъ С. 14
Принценштр. 59.
IOSEPH GOLDMANN
Berlin S. 14. Prinzenstr. 59.

لغافه ليك مکتوب كه پوچتاواي ۱۵ تىن ليك ماركه
واچوق مکتوبكه ۴ تىن ليك ماركه ياشقورمه لار پولادور
(1298) 5-1 (3286)

МЕТАМОРФОЗА

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عالده مشهور دور
مذکور دارولى بخش

جسلو یسکی واوغل

لارى فابریکسى نىك گنه طاب قىلنکر

(846) 3-1



دیسکری

نام لیک

کلاب و عطر صابون

شرکت

چیلیڈ یتسکی

فرزند لاری برلان

مسکاو شهریده

508 1—1

КАКАО

С. СІУ и К_о.

САМЫЙ ПИТИЕЛЬНЫЙ И УКРЕПЛЯЮЩИЙ

== НАПИТОКЪ ==

قهوه

سیئو و کامپانیہ نیئک

جوده توقلیک و هم بدننی باقوت قیلا دوزغان ایچکولیک

(181) 3—2

In the edition of this newspaper, porridges for children of the company “Nestle” were advertised.

In the newspapers published in Turkestan, the advertising of alcoholic beverages and tobacco products was poorly developed. Advertising of such products caused a great deal of dissatisfaction with the local population. These advertisements were originally published in this newspaper. The beer plant called “Otto Vagau”, in Samarkand offered beer under the name “Linde v 'Vis baden” on the basis of Holland technology.

The society “Andijan Zayom” offered credits for citizens in the newspaper “Туркестанский голосъ (Turkestan Voice)” in the number of July 23, 1916. In the 1908 edition of “Туркестанская Жизнь (Life in Turkestan)”, V. Visosadsky offered quality tea products.

The first quarter of the 20th century made a great contribution to the development of advertising and announcing. During this period, not only in Tashkent, but also in the regions, the number of newspapers increased and advertisements in them were published being based on various illusions and different designs:





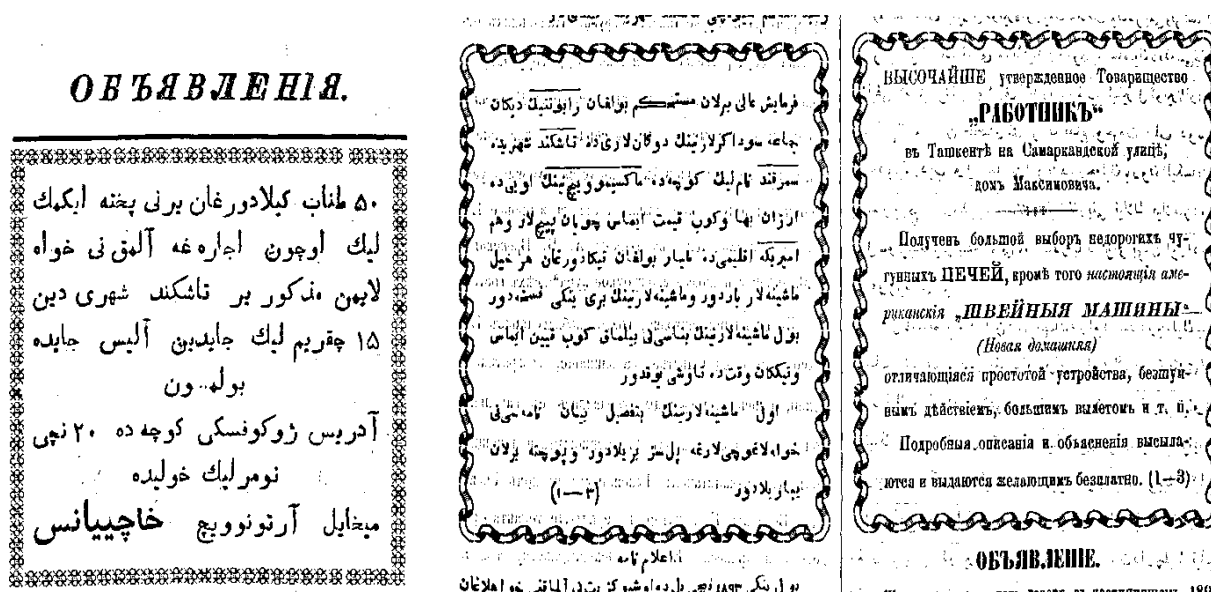
them. As a result, the number of advertisements in the newspaper headlines increased more and more. The daily newspaper “Ташкентский курьер” (The Tashkent courier)”, which began to be published in 1906, offered advertising services at cheaper prices than other newspapers. The prices were marked as 20 coins for front page and 10 coins for back page advertisement. In the number of October 6, 1906 of this issue, we can see that more than 30 announcements and advertisements were published and it became a special advertisement newspaper. In this number, there was offered fish caviar brought from Moscow, as well as E.Y. Melnailisa’s music courses.

In the number of the newspaper on October 31, 1906, sewing machines of the company “Zinger” were advertised. The bikes produced by the “Deyton” plant were advertised either. We can see that for the first time, advertisements began to be given on the basis of illustrations and photos. In the number of the newspaper on December 16, 1906, the number of advertisements was more than 40. M.V. Kosnelson offered typography services and holiday cards.

It will not be overstated if we say that establishment of “Среднеазиатская жизнь (Central Asian Life)” in 1907 was a big turn in advertising. This newspaper became a special advertising newspaper like “Ташкентский курьер” (The Tashkent courier)”. The newspaper, №88, in 1907 provided information on typewriters produced under the brand name “Lux”. In the number 114 on May 24, N.N. Mirnova offered gramophones, which was developed under the brand name “Amur” at affordable prices.

In the newspaper “Turkestan” in the number on September 1, 1906, “Salamandra” insurance company, founded in 1848, offered insurance services in Tashkent city, including services of insuring real property and goods. Also in this issue V.M. Zelmanovich, I. Lyashevskaya and doctors who had come from Fridman stomatological associations in the city of Kharkov in the Ukraine, offered their services.

products in Voskresen market 38 and advertisements on the sale of a house belonging to M. Gilevoy on the Vorontsovskom Boulevard. In the 1893 issue of the Turkistan Province newspaper, the American steel furnaces and sewing machines were offered at affordable prices at the “Rabotnik” store in Samarkand Street in Tashkent. The first articles published in the press looked very simple. Articles published in newspapers in Uzbekistan in the period of 1870-1900 were as follows:



Picture1. The Newspaper of Turkestan Province. 1880, №1.

In the 90's of the 19th century, advertisements became to appear in newspapers published in other provinces of Uzbekistan. Special attention was paid to publishing advertisements in Samarkand's newspaper “Okraina”. The newspaper had a price 15 coins for back page and 40 coins for front page advertisements. In the 1981 edition of this newspaper, it was narrated that mills, manufactured at the Carl Burkgertt Moscow Machine Building Plant, were being sold at low prices. In the January 1, 1906 edition of the “Samarkand” newspaper, we can see that Kattakurghan Oil Factory advertised its own products. In this issue, there were also offered Swiss-made pocket watches, Grand Hotel's comfortable rooms and restaurant services and a variety of excursions in the direction of Batumi Marseille was offered by French Naval Association “NPake.N”.

As a result of the increase in the number of newspapers and magazines in the 20th century, there was created a competitive environment for advertising amongst



Keywords: Publishing, Advertising, publication, sale, trade, development, Central Asia, national press.

Introduction

Historical processes which took place in Central Asia play a very important role in the development of human civilization. Studying the history of the Central Asian region is one of the priorities of world history. The emergence of periodical press in Central Asia corresponds to the territory of Uzbekistan. Studying the history of Uzbekistan's press and its development trends gives us a clear idea of the social, economic and political processes in the region. In Uzbekistan, a lot of work has been done on the history of the press. Besides, D.A. Alimova, D.Kh. Ziyaeva, R.M. Abdullayev, S.S. Agzamkhujayev conducted their researches.

Foreign scientists as E. Allworth, I. Baldauf, A. Khaalid also conducted their investigations on the Turkestan press. However, the history of advertising and announcements in periodical press is one of the least studied areas.

In the research of S. Shodmonova advertising and broadcasting history was studied together with a TV radio. In P.M. Absharova's work the issue of announcements in Russian-language newspapers was looked through.

In his work V.N. Oglobin quoted some information about the advertisements of production and trade relations in periodical press publications of Turkestan. We can come across some information about advertisements and announcements in the works of K.E. Pitger, A. Djalolov and Kh. Uzganbayev devoted to the press of Turkestan.

Statement of the Problem

In order to study the history of advertising, it is necessary first of all to consider the processes of periodic press history. The era of periodicals in Uzbekistan dates back to the 1970s. During this period, the first newspaper in Uzbekistan "Turkestan Sheets" appeared. The first ads can also be found in these newspapers. On April 29, 1880, the newspaper published announcements on sale of land parcels. On September 23, 1880, there were settled advertisements on sale of tobacco



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HISTORY OF APPEARANCE OF ADVERTISEMENTS AND ANNOUNCEMENTS IN PAPERS PUBLISHED IN UZBEKISTAN (1870-1920)

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Аннотация: Мазкур мақолада Ўзбекистонда матбуот тизимида реклама ва эълонларнинг пайдо бўлиш тарихи ва уларнинг ривожланиш тенденциялари кўриб чиқилади. Мақолада реклама ва эълонларнинг матбуот ривожига кўрсатган таъсири аниқ тарихий фактлар асосида очиқ берилди. Мақолада 1870-2010 йилга қадар бўлган матбуот фаолияти тадқиқ қилинган.

Калит сўзлар: Чоп қилиш, реклама, нашрлар, сотиш, савдо, ривожланиш, Марказий Осиё, миллий матбуот.

Аннотация: В данной статье рассматриваются история рекламы и объявлений в системе прессы Узбекистана и тенденции их развития. Влияние рекламы и объявлений на развитие СМИ будет объяснено на основе исторических фактов. В статье анализируется деятельность СМИ до 1870-2010 гг.

Ключевые слова: издательское дело, реклама, издательство, продажа, торговля, развитие, Центральная Азия, национальная пресса.

Abstract: The history of the appearance of advertisements and announcements in the press system of Uzbekistan and their development tendencies were looked through in this article. The influence of advertisements and announcements to the development of press was illustrated in this article on the basis of definite facts. Press activity during the years 1870-2010 was investigated in the article.



expanding the content side of the rich idiomatic material of modern languages, and a specific analysis of individual groups of idioms to answer the question of where and to what extent manifests the most obvious national identity of English idioms.

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In modern Britain, rose, oak, poppy remain symbolic plants that have preserved their symbolism since the Roman conquests, and the symbolism of some of them is rooted in Celtic culture. The symbol acts as a condenser of the principles of signification and simultaneously displays outside of signification. He is a mediator between different spheres between semiotic and non-semiotic reality. Equally, symbols are a mediator between the synchrony of the text and the memory of culture. The symbol plays the role of semiotic capacitor. [9]

According to most Britons, the universally recognized symbols of grief for the many victims of world wars and military conflicts are Rosa and Poppy.

The linguo-cultural component of the flora are concentrated a considerable experience of primary sources related to the history of the people, its traditions, which carried out the relationship with reality in areas such as rites (Wassailing "Christmas ritual of tree worship," the Yule Log "burning the Christmas log"), customs (prohibition of field of wild flowers in the house), the rules of life (lavender in the linen closet), legal establishment (Besom Wedding "marriage recognized, but not formalized"), systems of kinship (family tree), family tradition Grass widow – (married woman who lives temporarily or long without a husband), beliefs and beliefs.

Conclusions

So, plant names are often used in idioms. This fact is explained by the fact that flora belongs to one of the nearest circles of human needs and interests. The relationship between language and culture is obvious. Every language is inseparable from the culture that makes up its content. Language not only reflects modern culture in a momentary way, but also records its previous States and transmits its values from generation to generation. Each language is a part of the world in its own way, that is, it has its own way of conceptualization. Hence, it can be concluded that each language has a special picture of the world, and the linguistic personality is obliged to organize the content of the statement in accordance with this picture. Thus, the national-cultural aspect of the study of linguistic units allows deepening and